

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Media Strategies & Research
Attention: Accounts Payable
1580 Lincoln Street
Suite 510
Denver, CO 80203

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
950185-1	10/07/12	October 2012	10/01/12 - 10/07/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

Flight Dates	Order #	Alt Order #
10/01/12 - 10/07/12	950185	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/01/12	10/01/12	10-11a Anderson Cooper 10-11a		M-----	:30	1	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/01/12	10:31 AM	10-11a Anderson Cooper	10-11a	:30	LFT-103H	\$225.00 NM
2	10/05/12	10/05/12	The View	11A-12PM	----F--	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/05/12	10:59 AM	The View	11A-12PM	:30	LFT-104H	\$400.00 NM
3	10/02/12	10/04/12	WPBF News 25 @ Noon	12pm-1230pm	-T-T---	:30	2	\$175.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-T-T---	2	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	LFPT-101H	\$175.00 NM
2	WPBF	Th	10/04/12	12:21 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	LFT-104H	\$175.00 NM
4	10/01/12	10/05/12	1230-1P Access Hollywood	1230-1p	M---F--	:30	2	\$175.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M---F--	2	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/01/12	12:48 PM	1230-1P Access Hollywood	1230-1p	:30	LFPT-101H	\$175.00 NM
2	WPBF	F	10/05/12	12:48 PM	1230-1P Access Hollywood	1230-1p	:30	LFT-104H	\$175.00 NM
6	10/01/12	10/04/12	M-F 3-4P	M-F 3-4P	M--T---	:30	2	\$200.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M--T---	2	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/01/12	3:31 PM	M-F 3-4P	M-F 3-4P	:30	LFT-103H	\$200.00 NM
2	WPBF	Th	10/04/12		M-F 3-4P	M-F 3-4P	:00		\$200.00 NM
	Credited								
7	10/02/12	10/03/12	Dr. Oz	4-5p	-TW----	:30	2	\$275.00	NM
	Class of Time - Immediately Pre-emptible without notice								

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log

WPBF-TV
25

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/01/12	10/07/12	-TW----		2		\$275.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	Tu	10/02/12		Dr. Oz	4-5p	:00		\$275.00	NM
		Credited							
2 WPBF	W	10/03/12		Dr. Oz	4-5p	:00		\$275.00	NM
		Credited							
8	10/01/12	10/05/12	M-F 5pm News	5-6pm	MTWTF--	:30	6	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/01/12	10/07/12	MTWTF--		6		\$200.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
4 WPBF	M	10/01/12	5:14 PM	M-F 5pm News	5-6pm	:30	LFT-103H	\$200.00	NM
6 WPBF	Tu	10/02/12	5:20 PM	M-F 5pm News	5-6pm	:30	LFT-104H	\$200.00	NM
2 WPBF	Tu	10/02/12	5:56 PM	M-F 5pm News	5-6pm	:30	LFT-104H	\$200.00	NM
3 WPBF	W	10/03/12		M-F 5pm News	5-6pm	:00		\$200.00	NM
		Credited							
1 WPBF	Th	10/04/12		M-F 5pm News	5-6pm	:00		\$200.00	NM
		Credited							
5 WPBF	F	10/05/12		M-F 5pm News	5-6pm	:00		\$200.00	NM
		Credited							
9	10/02/12	10/04/12	WPBF News 25 @ 6:00P	6-6:30PM	-T-T---	:30	2	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/01/12	10/07/12	-T-T---		2		\$300.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	Tu	10/02/12	6:25 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	LFT-104H	\$300.00	NM
2 WPBF	Th	10/04/12		WPBF News 25 @ 6:00PM	6-6:30PM	:00		\$300.00	NM
		Credited							
10	10/01/12	10/05/12	WPBF News 25 @ 6:00P	6-6:30PM	M-W-F--	:30	3	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/01/12	10/07/12	M-W-F--		3		\$525.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF	M	10/01/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	LFT-103H	\$525.00	NM
1 WPBF	W	10/03/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	LFPT-101H	\$525.00	NM
3 WPBF	F	10/05/12	6:23 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	LFT-104H	\$525.00	NM
11	10/01/12	10/05/12	Wheel Of Fortune	7-7:30PM	M-W-F--	:30	3	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/01/12	10/07/12	M-W-F--		3		\$800.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	M	10/01/12	6:59 PM	Wheel Of Fortune	7-7:30PM	:30	LFT-103H	\$800.00	NM
2 WPBF	W	10/03/12	7:19 PM	Wheel Of Fortune	7-7:30PM	:30	LFT-104H	\$800.00	NM
3 WPBF	F	10/05/12		Wheel Of Fortune	7-7:30PM	:00		\$800.00	NM
		Credited							
12	10/02/12	10/05/12	Jeopardy	7:30-8PM	-TWTF--	:30	4	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/01/12	10/07/12	-TWTF--		4		\$850.00		
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>			

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Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
950185-1	10/07/12	October 2012	10/01/12 - 10/07/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/02/12	10/05/12	Jeopardy	7:30-8PM	-TWTF--	:30	4	\$850.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/04/12	7:41 PM	Jeopardy	7:30-8PM	:30	LFT-104H	\$850.00 NM
4	WPBF	F	10/05/12		Jeopardy	7:30-8PM	:00		\$850.00 NM
Credited									
14	10/02/12	10/02/12	DANCING RESULTS	9-10PM	-T-----	:30	1	\$2,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-T-----	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	9:21 PM	DANCING RESULTS	9-10PM	:30	LFT-104H	\$2,500.00 NM
15	10/03/12	10/03/12	MIDDLE/NEIGHBORS	8-9PM	--W----	:30	1	\$1,100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--W----	1	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	8:46 PM	MIDDLE/NEIGHBORS	8-9PM	:30	LFT-104H	\$1,100.00 NM
16	10/04/12	10/04/12	GREY'S ANATOMY	9-10PM	---T---	:30	1	\$3,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	---T---	1	\$3,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/04/12	9:41 PM	GREY'S ANATOMY	9-10PM	:30	LFT-104H	\$3,600.00 NM
17	10/04/12	10/04/12	SCANDAL	10-11PM	---T---	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	---T---	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/04/12	10:41 PM	SCANDAL	10-11PM	:30	LFT-104H	\$1,000.00 NM
18	10/07/12	10/07/12	666 PARK AVE	10-11PM	-----S	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12		666 PARK AVE	10-11PM	:00		\$1,000.00 NM
Credited									
20	10/04/12	10/05/12	M-SUN WPBF News 25 @ 11-11:35PM		---TF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	---TF--	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/04/12	11:31 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-104H	\$500.00 NM
2	WPBF	F	10/05/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-104H	\$500.00 NM
21	10/06/12	10/06/12	M-Sun 1130p-12am Late	1130p-1205am	-----S-	:30	1	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/06/12	12:20 AM	M-Sun 1130p-12am Late News	1130p-1205am	:30	LFT-104H	\$225.00 NM
LR - Football									
22	10/07/12	10/07/12	M-SUN WPBF News 25 @ 11-11:35PM		-----S	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									



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Advertiser	Product	Estimate Number	
Frankel/D/Congress	FRANKEL FOR CONGRES	11888	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	10/07/12	10/07/12	M-SUN WPBF News 25 @ 11-11:35PM		-----S	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-104H	\$500.00 NM
23	10/07/12	10/07/12	Sun 11:35pm Late News	1135p-12am	-----S	:30	1	\$150.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12		Sun 11:35pm Late News	1135p-12am	:00		\$150.00 NM
	Credited								
24	10/02/12	10/05/12	Nightline	11:35-12:05AM	-T--F--	:30	2	\$350.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-T--F--	2	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	12:01 AM	Nightline	11:35-12:05AM	:30	LFT-104H	\$350.00 NM
1	WPBF	F	10/05/12	11:53 PM	Nightline	11:35-12:05AM	:30	LFT-104H	\$350.00 NM
25	10/01/12	10/05/12	WPBF News 25 @ 5am	5-530am	MTWTF--	:30	5	\$110.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWTF--	5	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	M	10/01/12	5:13 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-103H	\$110.00 NM
2	WPBF	Tu	10/02/12	4:58 AM	WPBF News 25 @ 5am	5-530am	:30	LFPT-101H	\$110.00 NM
4	WPBF	W	10/03/12		WPBF News 25 @ 5am	5-530am	:00		\$110.00 NM
	Credited								
5	WPBF	Th	10/04/12	5:10 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-104H	\$110.00 NM
1	WPBF	F	10/05/12	4:58 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-104H	\$110.00 NM
26	10/02/12	10/04/12	WPBF News 25 Mornings	5:30-5:57am	-T-T---	:30	2	\$90.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-T-T---	2	\$90.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	5:29 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-104H	\$90.00 NM
2	WPBF	Th	10/04/12	5:29 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFPT-101H	\$90.00 NM
27	10/03/12	10/03/12	WPBF News 25 Mornings	5:30-5:57am	--W----	:30	1	\$160.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--W----	1	\$160.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	5:41 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFPT-101H	\$160.00 NM
28	10/01/12	10/05/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	5	\$100.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	MTWTF--	5	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	M	10/01/12	6:12 AM	WPBF News 25 Mornings	6-7AM	:30	LFPT-101H	\$100.00 NM
4	WPBF	Tu	10/02/12	6:16 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-104H	\$100.00 NM
1	WPBF	W	10/03/12	6:09 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-104H	\$100.00 NM
5	WPBF	Th	10/04/12	6:08 AM	WPBF News 25 Mornings	6-7AM	:30	LFT-104H	\$100.00 NM



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Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	10/01/12	10/05/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	5	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF F 10/05/12 6:44 AM WPBF News 25 Mornings 6-7AM :30 LFT-104H \$100.00 NM									
29	10/01/12	10/05/12	Good Morning America	7-9AM	M-W-F--	:30	3	\$145.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 M-W-F-- 3 \$145.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 10/01/12 8:59 AM Good Morning America 7-9AM :30 LFT-103H \$145.00 NM									
1 WPBF W 10/03/12 Good Morning America 7-9AM :00 \$145.00 NM									
Credited									
3 WPBF F 10/05/12 Good Morning America 7-9AM :00 \$145.00 NM									
Credited									
30	10/01/12	10/05/12	Good Morning America	7-9AM	MTWTF--	:30	5	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 MTWTF-- 5 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/01/12 7:49 AM Good Morning America 7-9AM :30 LFT-103H \$275.00 NM									
2 WPBF Tu 10/02/12 7:49 AM Good Morning America 7-9AM :30 LFT-104H \$275.00 NM									
3 WPBF W 10/03/12 8:58 AM Good Morning America 7-9AM :30 LFT-104H \$275.00 NM									
5 WPBF Th 10/04/12 8:41 AM Good Morning America 7-9AM :30 LFT-104H \$275.00 NM									
4 WPBF F 10/05/12 8:29 AM Good Morning America 7-9AM :30 LFT-104H \$275.00 NM									
31	10/06/12	10/06/12	Sat 6-7am News	Sat 6-7am	-----S-	:30	1	\$90.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S- 1 \$90.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/06/12 6:26 AM Sat 6-7am News Sat 6-7am :30 LFT-104H \$90.00 NM									
32	10/06/12	10/06/12	GMA Saturday 7-8am	Sat 7am-8am	-----S-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S- 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/06/12 7:48 AM GMA Saturday 7-8am Sat 7am-8am :30 LFT-104H \$325.00 NM									
33	10/06/12	10/06/12	Sat 8-9am News	Sat 8-9am	-----S-	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/06/12 8:23 AM Sat 8-9am News Sat 8-9am :30 LFT-104H \$125.00 NM									
34	10/07/12	10/07/12	Sun 5-6am News	Sun 5-6am	-----S	:30	1	\$25.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/07/12 5:55 AM Sun 5-6am News Sun 5-6am :30 LFT-104H \$25.00 NM									
35	10/07/12	10/07/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -----S 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

INVOICE



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Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
950185-1	10/07/12	October 2012	10/01/12 - 10/07/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	10/07/12	10/07/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	6:23 AM	Sun 6-7am News	Sun 6-7am	:30	LFT-104H	\$50.00 NM
36	10/07/12	10/07/12	GMA Sunday 7-8am	Sun 7-8am	-----S	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S	1	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	7:57 AM	GMA Sunday 7-8am	Sun 7-8am	:30	LFT-104H	\$125.00 NM
37	10/01/12	10/01/12	CASTLE	10-11PM	M-----	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	M-----	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/01/12	10:44 PM	CASTLE	10-11PM	:30	LFPT-101H	\$2,500.00 NM
38	10/01/12	10/03/12	M-SUN WPBF News 25 @ 11-11:35PM		MTW----	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	MTW----	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	M	10/01/12	11:14 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-103H	\$500.00 NM
1	WPBF	Tu	10/02/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	LFT-104H	\$500.00 NM
2	WPBF	W	10/03/12		M-SUN WPBF News 25 @ 11PM	11-11:35PM	:00		\$500.00 NM
Credited									
39	10/03/12	10/03/12	THE CHEW	1P-2P	--W----	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--W----	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	12:58 PM	THE CHEW	1P-2P	:30	LFT-104H	\$275.00 NM
40	10/02/12	10/03/12	Dr. Oz	4-5p	-TW----	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TW----	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	4:39 PM	Dr. Oz	4-5p	:30	LFT-104H	\$500.00 NM
1	WPBF	W	10/03/12	4:27 PM	Dr. Oz	4-5p	:30	LFT-104H	\$500.00 NM
41	10/02/12	10/05/12	Dr. Oz	4-5p	-TWTF--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/05/12	4:36 PM	Dr. Oz	4-5p	:30	LFT-104H	\$500.00 NM
42	10/02/12	10/06/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	1	\$160.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	5:28 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	LFT-104H	\$160.00 NM
43	10/02/12	10/06/12	4:30a-5a	430a-5a	-TWTF--	:30	2	\$20.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
950185-1	10/07/12	October 2012	10/01/12 - 10/07/12

Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
43	10/02/12	10/06/12	4:30a-5a Class of Time - Immediately Pre-emptible without notice	430a-5a	-TWTF--	:30	2	\$20.00	NM	
	10/01/12	10/07/12	-TWTF--				2	\$20.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Tu	10/02/12	4:39 AM	4:30a-5a	430a-5a	:30	LFT-104H	\$20.00	NM
2	WPBF	Th	10/04/12	4:43 AM	4:30a-5a	430a-5a	:30	LFT-104H	\$20.00	NM
44	10/04/12	10/07/12	WPBF News 25 @ 5am Class of Time - Fixed Non Pre-emptible	5-530am	---TF--	:30	1	\$220.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	---TF--	1	\$220.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	F	10/05/12	5:23 AM	WPBF News 25 @ 5am	5-530am	:30	LFT-104H	\$220.00	NM
45	10/04/12	10/05/12	Good Morning America Class of Time - Pre-emptible with notice	7-9AM	---TF--	:30	2	\$275.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	---TF--	2	\$275.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	Th	10/04/12	7:00 AM	Good Morning America	7-9AM	:30	LFT-104H	\$275.00	NM
1	WPBF	F	10/05/12	9:00 AM	Good Morning America	7-9AM	:30	LFT-104H	\$275.00	NM
46	10/04/12	10/05/12	M-F 5pm News Class of Time - Pre-emptible with notice	5-6pm	---TF--	:30	2	\$450.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	---TF--	2	\$450.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WPBF	Th	10/04/12	5:13 PM	M-F 5pm News	5-6pm	:30	LFPT-101H	\$450.00	NM
1	WPBF	F	10/05/12	5:54 PM	M-F 5pm News	5-6pm	:30	LFT-104H	\$450.00	NM
47	10/04/12	10/05/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	---TF--	:30	1	\$1,700.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	---TF--	1	\$1,700.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	F	10/05/12	7:52 PM	Jeopardy	7:30-8PM	:30	LFT-104H	\$1,700.00	NM
48	10/07/12	10/07/12	Sun ABC Prime D Class of Time - Pre-emptible with notice	10-11PM	-----S	:30	1	\$1,800.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	-----S	1	\$1,800.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Su	10/07/12	10:40 PM	Sun ABC Prime D	10-11PM	:30	LFT-104H	\$1,800.00	NM
49	10/07/12	10/07/12	GMA Sunday 7-8am Class of Time - Pre-emptible with notice	Sun 7-8am	-----S	:30	1	\$325.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	-----S	1	\$325.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Su	10/07/12	7:27 AM	GMA Sunday 7-8am	Sun 7-8am	:30	LFT-104H	\$325.00	NM
50	10/07/12	10/07/12	Sun 8-9am News Class of Time - Pre-emptible with notice	Sun 8-9am	-----S	:30	1	\$225.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/01/12	10/07/12	-----S	1	\$225.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Su	10/07/12	8:44 AM	Sun 8-9am News	Sun 8-9am	:30	LFT-104H	\$225.00	NM



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Advertiser	Product	Estimate Number
Frankel/D/Congress	FRANKEL FOR CONGRES	11888

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Total Spots							71		

Payment Terms 30 Days

<u>Gross Total</u>	\$32,660.00
<u>Agency Commission</u>	\$4,899.00
<u>Net Amount Due</u>	\$27,761.00